

**CALIFORNIA DEPARTMENT OF TRANSPORTATION
DIVISION OF PUBLIC AFFAIRS
POSITION DUTY STATEMENT**

CLASSIFICATION TITLE Information Officer I	DIVISION/OFFICE D95 / Division of Public Affairs	
WORKING TITLE Public Information Officer	POSITION NUMBER 900-095-5601-924	EFFECTIVE May 2014

As a valued member of the Caltrans team, you make it possible for the department to improve the mobility across California by being innovative and flexible, reporting to work as scheduled; working cooperatively with team members and others, and treating others fairly, honestly and with respect. Your efforts are important to each member of the team as well as those we serve.

GENERAL STATEMENT:

Under the direction of the Information Officer II, the incumbent will respond to media inquiries and act as a Department spokesperson. He/she will research, plan, write, edit, and prepare a wide range of information material for dissemination to stakeholders and the public regarding the activities and objectives of the Department through media contact and external and internal publications. The incumbent is responsible for communicating the Director's and Governor's administrative policies to a diverse audience, both internally and externally while ensuring that a coordinated message is conveyed to the media, public and Department staff. The incumbent researches information, prepares talking points, writes press releases, and will be responsible for preparing and disseminating the Day Ahead Report and Bi-Weekly Report. He/she will develop and pitch stories to the media favorable to the Department. Typical tasks include but may not be limited to the following:

TYPICAL DUTIES:

Percentage / Job Description
Essential (E) / Marginal (M)

- 55% (E) The incumbent responds to media inquiries and acts as a Department spokesperson. Researches and formulates responses to media issues and inquiries. He/she will research, analyze, write and edit briefing papers, talking points, speeches, news releases, media advisories, fact sheets, strategic media responses, correspondence, daily and weekly status reports, social media posts and other written materials. May research and prepare policy speeches for the Directorate to address departmental issues to high-level policy makers, constituents, and the media. Conduct fact finding interviews with Headquarters' and district staff in order to advise the Directorate on media issues. Reviews media releases from the districts or divisions that have major consequences on political and/or sensitive issues. Ensures a consistent message of the Department's public relations goals. May serve as the liaison between district Public

Information Officer's and the Division of Public Affairs on media matters, including social media such as Twitter and Facebook. Reviews, edits, and prepares social media posts to inform the public of projects and departmental events, increase awareness of the Department's achievements and help manage public perception of the Department. Assist in developing strategic communication and media plans to pitch news stories and develop and disseminate information via print, radio, TV, and social media, to stakeholders and the public that are favorable to the Department.

- 30% (E) Coordinates with the districts and divisions to compile and develop the Day Ahead Report and Bi-Weekly Report for the California State Transportation Agency on upcoming issues including, but not limited to, significant meetings and events attended by the Director or executive management, media events, pending media stories or issues that may garner media interest, legislative updates, major construction, and pending Governor's Office Issue Memoranda.
- 10% (E) The incumbent will review and update Public Affairs policies and procedures relating to the Day Ahead, Bi-Weekly, and Social Media to incorporate best business practices and ensure statewide consistency in preparing media responses and social media postings.
- 5% (M) Other duties as may be appropriate for an Information Officer I. Occasional acting assignments as the Media Manager, an Information Officer II.

SUPERVISION EXERCISED OVER OTHERS

The incumbent in this position does not supervise but may be asked to provide guidance to support staff, retired annuitants and/or student assistants.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

The incumbent must have knowledge of communication theory and the ability to strategically and accurately convey Departmental policies, practices and procedures to a broad audience. Knowledge of public and media affairs concepts as well as the ability to analyze issues for their news worthiness and potential impact to the Department and/or stakeholders is desired. Must have exceptional written and oral communication skills and have knowledge of news writing principles and copywriting experience. The incumbent must have the ability to utilize and capitalize on the resources of the Department to develop and respond to media inquiries. Must have the ability to identify and resolve complex and sensitive public relations issues. The incumbent must possess knowledge of the workings of the print, radio, and TV media.

The incumbent must have the ability to effectively coordinate with various levels of management and staff, both in person and through written and oral communication. Must have the ability to develop and maintain effective working relationships and work cooperatively with others and to

respond to inquiries from the media, Caltrans management and internal and external customers in a timely and effective manner.

The incumbent must be familiar with the Department's organizational structure and the relationships between various functions in Headquarters and the Districts and be knowledgeable of the Department's mission, goals, and programs. The incumbent must be able to assimilate and evaluate technical input from various sources to make objective recommendations on issues relating to this position.

The incumbent must have the ability to analyze data and present ideas and information effectively, both verbally and in writing; and consult with and advise managers, supervisors, administrators, or other interested parties. The incumbent must have the ability to multi-task, adapt to changes in priorities, and complete tasks with short notice. The incumbent must be able to resolve conflicts in a positive manner and maintain a high level of professional integrity.

The incumbent must reason logically and creatively; utilize a variety of analytical techniques to resolve complex problems and develop responses on a wide variety of complex media and public relation communication issues.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

This position is responsible for the public image of the Department. Errors in judgment or insensitivity to pressing issues could result in poor articulation of the Department's public policy, embarrass the Department, and cause unfavorable media coverage and possible reaction from the State Legislature or Governor's Office. Incumbent makes recommendations on various sensitive public and media affairs and is responsible for ensuring that the Department's message is appropriately communicated to the media, stakeholders, and the general public.

PUBLIC AND INTERNAL CONTACTS

The incumbent has a wide variety of public contact with individuals, private industry, the media, the general public and staff at all levels within the Department.

PHYSICAL, MENTAL AND EMOTIONAL REQUIREMENTS

The incumbent must exhibit professionalism in the middle of fast-paced and sometimes chaotic conditions. The incumbent may be required to sit for long periods of time using a keyboard/mouse and video display monitor, or while attending meetings. Some walking may be required.

The incumbent must be able to sustain the mental activity needed to conduct necessary research, analysis, and reasoning to organize and prioritize large volumes of varied documents, including confidential materials. Must be able to communicate in English and may be required to make presentations, facilitate meetings, lead workshops, and serve on quality teams.

This position requires the incumbent to be flexible and adaptable to changing policies, rules and regulations as it relates to public and media relations. The incumbent must be open to change and new information, and have the ability to adapt behavior and work methods in response to new information, changing conditions or unexpected obstacles. Must be able to adapt to changes in priorities, and complete tasks or projects with short notice. The incumbent must have the ability to develop and maintain cooperative, collaborative working relationships and recognize emotionally charged and/or sensitive issues/problems and handle them effectively and appropriately.

The incumbent behaves in a fair and ethical manner toward others, values cultural diversity and other individual differences in the workforce and demonstrates a sense of responsibility and commitment to public service.

WORK ENVIRONMENT

While at their base of operation, employee will work in a climate-controlled office under artificial lighting. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. The work environment is fast-paced, busy and requires considerable flexibility in managing time, priorities, and assignments. It can be demanding and/or stressful.

I have read, understand and can perform the duties listed above. If you believe you may require accommodation, please discuss this with the hiring supervisor.

Employee Name (please print)

Employee Signature & Date

I have discussed with and provided a copy of this duty statement to the employee named above.

Supervisor Name (please print)

Supervisor Signature & Date